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Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1-16. (Cancelled)

- 17. (Currently Amended) An isolated nucleic acid comprising a sequence of at least 500 bases, the sequence hybridizing under stringent conditions to SEQ ID NO: 1 or the complementary sequence thereof, wherein the nucleic acid encodes a polypeptide that binds to DNA containing one or more copies of a TATCCA sequence, and enhances the expression of a gene operatively linked to one or more copies of a TATCCA sequence in the absence of glucose.
- 18. (Previously Presented) The nucleic acid of claim 17, wherein the sequence is SEQ ID NO: 1.
- 19. (Previously Presented) The nucleic acid of claim 17, wherein the nucleic acid encodes a polypeptide containing an amino acid sequence at least 95% identical to SEQ ID NO: 7.
- 20. (Previously Presented) The nucleic acid of claim 19, wherein the nucleic acid encodes a polypeptide containing SEQ ID NO: 7.
 - 21. (Cancelled)
- 22. (Previously Presented) An isolated cell comprising the nucleic acid of claim 17, wherein the nucleic acid is expressed.
 - 23. (Previously Presented) An isolated cell comprising the nucleic acid of claim 20.

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24. (Previously Presented) A transgenic plant comprising a transgene that contains the nucleic acid of claim 17, wherein the nucleic acid is expressed.

- 25. (Previously Presented) The transgenic plant of claim 24, wherein the plant is a monocot plant.
- 26. (Previously Presented) The transgenic plant of claim 25, wherein the plant is a cereal plant.
 - 27. (Previously Presented) The transgenic plant of claim 26, wherein the plant is rice.
- 28. (Previously Presented) The transgenic plant of claim 26, wherein the plant is barley.
- 29. (Previously Presented) A transgenic plant that contains the nucleic acid of claim 20.
- 30. (Previously Presented) The transgenic plant of claim 29, wherein the plant is a monocot plant.
- 31. (Previously Presented) The transgenic plant of claim 30, wherein the plant is a cereal plant.
 - 32. (Previously Presented) The transgenic plant of claim 31, wherein the plant is rice.
- 33. (Previously Presented) The transgenic plant of claim 31, wherein the plant is barley.

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34. (Currently Amended) A method of expressing a transcript in an isolated cell, the method comprising:

introducing a vector into an isolated cell, the vector containing a nucleic acid encoding a transcript; and

expressing the transcript in the cell;

wherein the transcript is characterized in that it hybridizes under stringent conditions to SEQ ID NO: 1 or the complementary sequence thereof, and the nucleic acid encodes a polypeptide that binds to DNA containing one or more copies of a TATCCA sequence, and enhances the expression of a gene operatively linked to one or more copies of a TATCCA sequence in the absence of glucose.

35. (Previously Presented) The method of claim 34, wherein the nucleic acid encodes a polypeptide containing an amino acid sequence at least 95% identical to SEQ ID NO: 7.

36-41. (Cancelled)

42. (Previously Presented) The method of claim 35, wherein the sequence of the polypeptide consists of SEQ ID NO: 7.

43-46. (Canceled)

- 44. (Previously Presented) The method of claim 35, wherein the sequence of the polypeptide consists of SEQ ID NO: 7.
 - 45. (Canceled)
 - 46. (Canceled)
- 47. (Previously Presented) The isolated nucleic acid of claim 19, wherein the amino acid sequence of the encoded polypeptide consists of SEQ ID NO: 7.

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48-51. (Cancelled)